**Company Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Group Members:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Total Points:** \_\_\_/46 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Grading Rubric for Business Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Grading Criteria** | **Excellent**  **4 points** | **Good**  **3 points** | **Fair**  **2 points** | **Inadequate**  **1 point** |
| **Executive Summary** | Summary generated excitement, was brief, provided an overview of the business, and outlined main points. | Summary was brief, provided an overview of the business, and outlined main points. | Summary was brief, provided an overview of the business, and outlined some main points. | Summary was brief and provided only an overview of the business OR an outline of main points. |
| **Mission Statement & Goals** | Clearly defined mission statement related to business. SMART goals outlined. | Mission statement and goals identified. | Mission statement does not match business or goals are not in SMART format. | Mission statement or goals incomplete or missing. |
| **Product or Service** |  |  | Description of the product or service and its unique features was effective and detailed. | Description of product or service was provided, but unique features were not, lacks detail. |
| **Marketing & Sales** | Desired company and/or product image was described. Advertisement methods were described and appropriate for product. Analysis identified and described target consumer and competitors, as well as industry and/or product outlook. | Desired image was described. Some advertisement methods were described and appropriate for product. Analysis identified and described target consumer and competitors. Characteristics of a desirable business location were also identified. | Some advertisement methods were described and appropriate for product. Desired image was not discussed. Analysis identified target consumer and competitors. Characteristics of a desirable business location were also identified. | Advertisement methods provided weren’t described and/or were inappropriate for product. Image wasn’t discussed. |
| **Production** | In-depth explanation of the production or service process. Step-by-step instructions and details included. Displays a full understanding and provides sample or images. | Possible understanding of production procedure without detail. Outlines all necessary steps. Does not include sample or images of final product. | Production steps and procedures were briefly mentioned but did not provide detail. | Section failed to identify at least one aspect of required information. |
| **Human Resources** | Descriptive compensation plan, employee training and scheduling plan, company norms, and conflict management procedures identified. | Details compensation plan, employee training and scheduling plan, and company norms. | Provides some information in regards to compensation, employee training, and scheduling. Missing important information. | Section failed to identify at least one aspect of required information. |
| **Finance** | Possible financing sources were identified and business financial outlook was described in detail, including financial goals. | Possible financing sources were identified and business financial outlook was described. | Possible financing sources were identified and business financial outlook was mentioned. | Section failed to identify at least one aspect of required information. |
| **Environment, Health & Safety** | All possible environment health and safety concerns are outlined and plans in place to prevent or reduce. | Some environment, health and safety concerns are address. Lacks plans or procedures. | Not all concerns are addressed. Lacks plans and procedures | Business plan didn’t adequately describe plans for environment health and safety. |
| **Risks & Conclusions** |  |  | Potential risks are identified and described. Conclusions are thoughtful and thorough. | Potential risks are not identified or described. Conclusions lack thought or understanding. |
| **Detail** | Plan was presented in great detail and it was consistently obvious there was great thought behind it. | Plan was generally presented in great detail and appeared to have great thought behind it. | Business plan was presented in some detail with some thought behind it. | Business plan was somewhat lacking in detail and seemed to lack much thought behind it. |
| **Professionalism** | Plan was presented in paragraph format and had no spelling or grammatical errors. | Plan was presented in paragraph format and had few spelling or grammatical errors. | Plan was presented in sentence format and had few spelling or grammatical errors. | Plan wasn’t presented in sentence format and/or had many spelling or grammatical errors. |
| **Effectiveness** | Plan was highly effective in describing the business and its operations, as well as eliciting support. | Plan was effective in describing the business and its operations, as well as garnering some support. | Plan described the business and its operations, but didn’t garner much support. | Plan lacked overall effectiveness, as it failed to describe business or garner support. |
| **Formatting** |  |  | Professional and consistent formatting. Includes company logo. | Lacks consistent formatting or company logo. |

**Comments/Notes:**